

FSC-84-B		5/15/97	
SUBJECT: TRADE COMMUNICATIONS			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE	SALES REP	
<u>X</u> ROM		RETAIL REP	

Trade Ads

Attached is a copy of the Trade Ad, "Cut through the clutter", that will be placed in the June publications of the following magazines:

- *Convenience Store People*
- *Convenience Store News*
- *National Petroleum News*

Our customers, both retail and wholesale, want to understand what is happening in a number of areas and the impact developments may have on their business.

We want our customers to know that RJR will assist them in trying to get answers to their questions. This is consistent with our role as the "Category Advisor" in the eyes of our customers. You may not know the answers to your customers' questions and there may be some questions for which there are no answers. If you do not clearly know the answers to your customers' questions, DO NOT SPECULATE. Call one of the people listed below and we will work with you.

Updated CAP's materials includes the latest status of the FDA Tobacco Regulations after the April 25, 1997 court ruling. The updated version can be identified when you bring up CAPS, the bottom of the screen will show "Library Version 12/96". You may use that material to respond to your customers' questions on that subject.

Additionally, attached is a copy of the Trade Ad, "Fear of the newfangled?", that will be placed in June publications of the following:

- *U S Distribution Journal*
- *Distribution Channels*

This ad supports the EC brochure mailing to our customers in April.

RJR Internet Homepage Information

We have an RJR Homepage on the Internet that provides an array of information to include the following:

- **State-by-State** offers cigarette excise tax rates and legislative representatives from across the U.S.;
- **White papers** relays information on tobacco industry issues such as youth smoking, advertising and the FDA;
- **We Card** retailer program;
- **Smokers Rights** information and action;
- **Smokers for a Cleaner America** discusses environmental commitment;
- **Together We Can Work It Out** provides guides to address smokers working with non-smokers.

Use the address www.greensboro.com/rjrt to visit the RJR Homepage. For more information call Ron Cole at extension 3713.

Program contact: Jim Perry - NESA (ext. 4360)
Rich Pettorini - WSA (ext. 1052)

John Barnhardt - SSA (ext. 7161)
Bill Duffy - MWSA (ext. 5776)

Attachments

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